

Double the Usual Number of "S. & H." Green Trading Stamps with Your Purchases To-Morrow.

76 Stores Under One Roof Join Gayly in the 7th Birthday Celebration Sales. A Splendid, Successful Series of Special Events. * * * * *

NO WONDER SO MANY people are heard saying: "Isn't it a brilliant store! So many attractions." "What an enormous business they must do!" "I always have been very fond of the Siegel Cooper Store."

Flattered? Of course; it wouldn't be human nature if we did not appreciate these kind compliments. And the mails? They come laden with kind words. "Keep up the great work; there's luck in seven," wrote one.

THE BIG STORE ACTIVITY IN ITSELF SIEGEL COOPER & CO. SIXTH AVE. MEET ME AT THE FOURTH 16th & 19th STS. Window Shades.

An Advantageous Opportunity.
SPECIAL SALE OF A MILL'S SURPLUS PRODUCTION. HUNDREDS OF WINDOW SHADES IN ALL COLORS. SIX STYLES OF FRINGES.

These Prices: 27c, 33c, 38c, 45c, 50c, 59c

On sale to-morrow in the Upholstery Store on the Third Floor, Front, 18th St. Side.

Pyrography.

Opening the Season—The New Art Daily Saining More Devotees.

Pyrography is vastly increasing in popularity. It is a most profitable and pleasing pastime. It is not expensive, and it is not singular that so many should find it a lucrative study. We open the season by making you special priced inducements.

The Pyrography Store on the Third Floor is a constant centre of interest. Any undecorated article "burnt" upon request.

OUR "LEADER" OUTFIT contains a special platinum point, well adapted for all round amateur work, double rubber balls, penning bottle, alcohol lamp, cork holder, all put up in neat plain basewood box; in short, an outfit that we could easily sell at \$2.95. (Only One to a Customer).
OUR STANDARD OUTFIT extra large basewood bottle, fine platinum point; regularly \$3.50; special, 1.95.
OUR IDEAL OUTFIT, neatly partitioned lined cover designed basewood box, extra heavy platinum point and every new improvement, 2.45.
Others at \$2.45 and up to 4.95.
Basewood Articles.
BOOK RACKS, fancy designs, extra well made; special at 60c. and 45c.

Basewood Articles.
DRESSER BOXES, semi-circular designed, 50c.
CARVED WOOD GLOVE, HAND-RECHIEF AND VEIL BOXES, special, 75c.
NUT BOWLS, upward from 10c.
INDIAN MATCH SAFES, large and very pretty when colored and decorated, special, 50c.
TABOURETTES, plain and designed, upward from 1.95.
TABOURETTES, smaller sizes, at 85c. and 85c.
PYRO STAINS, all colors, crisp, clean and lasting; per bottle, 12c.
PYRO SKINS, plain for decorating, large and well finished; all colors, 1.25.
(Third Floor, East, 18th St.)

Seasonable Upholsteries At Very Special Prices.

Portieres. Special lot full size and in full line of colors; all with heavy latched trim; regularly \$2.95, \$3.25, \$3.50, \$3.95; choice, pair, 2.50.
Bagdad Style Portieres; large line of colors; heavy quality; 4.50.
Mercerized Portieres; all colors; \$9.00 quality; special at 7.50.
Portiere Loops. HEAVY PORTIERE LOOPS; all colors; pair, 1.95.
Couch Covers. Special covers in Oriental stripes, red, green, blue; each, 12.00. Others high as, each, 13.00.
Silks. New SHADOW SILKS, the newest and best, beautiful goods; yd. Full line of figured and plain silks. 2.25.
Lambrequins. New goods, silk, 2.00 up to 15.00.
Tapestry Remnants. From 1 to 2 1/2 yds. long; all grades; 59c. each.
(Third Floor, East, 18th St.)

Envelope Making Machine

That Operates Before Your Gaze and Turns Out 24 Thousand Envelopes Daily.

A most remarkable invention, this. Works with human-like cleverness. Steel fingers reach out, grasp the paper and swiftly draw it over into a waiting receptacle. A quick revolution of machinery, and lo! the envelope slides into view. In conjunction, and as a special 7th Birthday feature, we offer this week a special lot of fine paper, made and boxed directly from the machine. This lot consists of several varieties and tints. Regularly it would sell at one-third more. To-morrow our prices will be:

12c., 15c., 20c., 25c.
REAL FRENCH LAWN; per lb., 100 sheets, 24c.
ENVELOPES TO MATCH, 25 in package, 7c.
ROYAL INDIA LAWN, per lb., 30c.
ENVELOPES to match above, 10c.
BERKSHIRE VELLUM, tints are white and blue; 84 sheets, lb., 12c.
ENVELOPES to match above, per pkg., 6c.
REAL IRISH LINEN, per lb., 12c.
ENVELOPES, package 25, 6c.
Engraving.
50 Visiting Cards, from plate, 33c.
100 Visiting Cards, from plate, 60c.
50 Visiting Cards and plate, script, 79c.
100 Wedding Invitations, Script; inside and outside envelope, 8.75.
(Third Floor, Centre.)

Toys For School Children.

Educational and Interesting Toys Much Underpriced.

CHILD'S DESKS, of ash, varnished on the wood, thoroughly braced throughout, box 21x14 inches, 22 inches high, for child 5 to 8 years, 1.00.
REVOLVING DESK-CHAIRS, 14-inch seat, hardwood, oak finish, can be regulated to different heights, 1.00.
SPELLING BOARDS of hardwood, with letters that rotate on wire so that they cannot be lost, 49c.
BLACKBOARDS, with desk combination, 48 inches high, 23 inches wide, blackboard and table, 17x20 inches; has fine linen revolving chart, 1.00.
We have other Blackboards at 25c to 2.85.
NUMERAL FRAMES, with 144 varied colored balls on wire, incased in hardwood frame, and shapely handle, 25c.
(Third Floor, East, 18th St.)

Men's Fall Neckwear

Newest Styles at Less Than Half the Regular Prices.
Simply a trade opportunity.
Full size English squares in a large variety of light and dark colors.
Hundreds of choice patterns.
These natty neckties were made to sell at 75c. and \$1.00, and those who buy at the price get very remarkable bargains. To-morrow, each, 39c.
(Main Floor, East, 18th St.)

Best Fall Shoes

Men's \$3.50 Shoes, 1.75

Calfskin, Patent Leather and Corona Patent Coltskin; welted soles, though the shoes are stamped "hand sewed;" all sizes.

Women's \$3.00 Shoes 1.45

Patent Leather principally; all sizes; an advertised brand restamped.

Infants' & Children's New Section.

All sorts of seasonable things for the little ones from Caps to Dresses in the Department. Ages range from 1 to 4 years. Low prices form one of the attractive features.

These specials for to-morrow:
INFANTS' SACQUES, fine daisy cloth, finished with silk crocheted edge, 21c.
CHILDREN'S FLANNELETTE PETTICOATS, with waists, in pink and blue stripes, sizes 1 to 4 years 25c.
CHILDREN'S DOME FLANNEL DRESSES, pretty pink and blue stripe effects, Mother Hubbard style; yoke trimmed with fancy braid; sizes 1 to 4 years, 29c.
CHILDREN'S SLEEPING GARMENTS, ribbed cotton, with feet; sizes 2 to 6 years, 23c.
(Second Floor, Centre, 18th St.)

At About One-Half Usual Prices.

Women's \$3.50 Shoes, 1.95

Kidskin, Calfskin and Patent Leathers. Button, Lace and Blucher styles; single and double soles; all the good styles of toes and heels; all sizes of each style.

Children's Shoes
There are in this sale so many good lots of Shoes for Boys and Girls that to mention any one lot will not do us justice. All we say is, come prepared for the best shoe bargains and you will not be disappointed. Prices range 50c to 2.90.
(Second Floor, East.)

The Green Trading Stamp Premium Parlor Is in the 5th Floor Annex, and Is Daily Visited by Many People.

Of course, if you are a Sperry & Hutchinson Green Trading Stamp Collector you have been in the Premium Parlor on the 5th Floor. Naturally you marvelled that such fine premiums could be given in exchange for Trading Stamps. There are thousands of Green Trading Stamp Collectors. They swarm into the Store day after day, purchasing and seeing the sights. Ever so many visit the Premium Room repeatedly. It is the finest display room of its kind in the world.

And such an extraordinary variety of attractions for the homekeeper. One customer has her attention attracted by a fine Chair; another fancies a Desk, a Rocker, a Musical Instrument, something in China or some other bit that will be useful as well as ornamental in the home.

"Since I began collecting Sperry & Hutchinson Green Trading Stamps I have acquired a number of very valuable articles which I show my friends with pride. I take great satisfaction in exhibiting them. They are practically presents for they cost me nothing. All I did was to carefully save my stamps. I now have three books which I expect to redeem soon."

Thus spoke an enthusiastic collector. There are many more like her. The practice of saving and then redeeming these Stamps is such a sensible idea that it is not to be wondered that thousands are similarly occupied. You can get "S. & H." Green Trading Stamps with your purchases at the Siegel Cooper Store.

To-morrow YOU OBTAIN DOUBLE THE USUAL NUMBER.



A Corner in the Premium Room.

"Victory" and "Singer" Sewing Machines.

"Victory" Sewing Machines are guaranteed by us for five years, and kept in repair for the same period free of charge.

The "Victory" is well known for its excellent mechanism, handy attachments and splendid qualities. Manufacturer's name on each machine.

"VICTORY" No. 3, Singer Model, drop head, golden oak, highly polished; swivel front, fitted with all the latest and best attachments; automatic tension winder, self-threading shuttle and needle, special, 15.50.

GOLDMAN TUCK FOLDER can be used on all Sewing Machines. 1.00.
Parts and Needles of all Sewing Machine can be had in the Department.

"VICTORY" No. 4, Ball-Bearing New Home Model, 3, drop head; same woodwork as No. 3; all the new attachments; special, 14.25.

Also bargains in high-grade SINGER SEWING MACHINES, vibrator, oscillator, improved automatic chain stitch, drop head, carved woodwork of oak and walnut; newest and best attachments, 32.00.
(Third Floor, Centre.)

THE BIG STORE ACTIVITY IN ITSELF SIEGEL COOPER & CO. SIXTH AVE. MEET ME AT THE FOURTH 16th & 19th STS.

Women's Flannelette Kimono Sacques and Gowns. Also Wrappers.



We consider this one of the very best displays in New York.

In point of general excellence and littleness of prices it is not to be surpassed in any particular. The patterns are the newest and hand-somest; the styles the very latest. There are many clever innovations.

Specials for to-morrow include from among many the following:

WOMEN'S KIMONO DRESSING SACQUES, as pictured, of flannelette, superior quality, in very handsome Persian patterns, made with large sailor collar, and gathered back with belt, with pretty border trimming, 95c.
WOMEN'S KIMONO SACQUES, flannelette; very attractive patterns; special, 49c.
WOMEN'S KIMONO SACQUES, flannelette, superior quality, and in very handsome Persian patterns, with pretty border trimming to match, 79c.
WOMEN'S KIMONO GOWNS, flannelette, in pretty stripe effects, with border trimming, also dome flannel, 98c.
WOMEN'S KIMONO GOWNS, flannelette and daisy cloth; in very attractive patterns; also plain colors; cut full and long, with border trimming, 1.25.

Extra Special Values in Women's Batiste Kimono Sacques and Percale Wrappers.

WOMEN'S KIMONO SACQUES, of Batiste, superior quality, very handsome patterns, organdie border trimmings; regularly 79c., 39c.

WOMEN'S WRAPPERS, of Percale, very attractive patterns, extra full skirt and deep flounce, fancy border trimming on waist and skirt; regularly 95c., 49c.
(Second Floor, East.)

The Big Store's Photo Studio Is Up-to-Date!

Another accommodation for our customers. We have added the services of a woman expert to our staff of photographers. She will assist the women and children in many ways. She is very efficient in the art of posing, especially women and children, also in draping costumes, etc.

As a special 7th Birthday attraction we offer the following wonderful special for the rest of this week:

One Dozen Carbonettes and one 3.00 16x20 Black and White for
(Seventh Floor, Take 6th Ave. Elevators.)

Wines & Liquors. Wall Papers.

NORMANDY PURE RYE; very fine and old; per gal., \$3.50; full 1.00.
CLUB-HOUSE MARYLAND RYE, 85c.
CABINET PURE RYE; per gal., 75c.
LEXINGTON PURE RYE; per gal., 65c.
OLD FRIARS PORT and SHERBET; per gal., 30c.
OLD FRIARS RIESLING and PURITAN MEDOC; per gal., 87c.
HERNIMY IMPORTED COGNAC; per case, \$11.00; per bottle, 1.00.
(Fourth Floor, Take 6th Ave. Elevators.)
They are here in abundance and priced to meet the needs of the slender purse. For example:
4c. a roll for WALL PAPERS in light and medium colors. Regularly call for 8c.
6c. a roll for pretty floral effects (red, green and blue) in papers for dining-rooms, bedrooms and halls. Decorative dealers call 12c. a roll.
11c. will buy WALL PAPERS that represent quality and taste for parlors, halls and dining-rooms. Glita, blue and lavender.
23c. a roll for WALL PAPERS that will everywhere for 35c. Heavy, embossed, varnished gold, silk and tapestry. The best American varnished Tiles 22c. are priced, per roll, 35c. a roll. Sold elsewhere at 35c. a roll.
(Third Floor, Centre, 18th St.)

Fancy Cabinets, Parlor Tables & Parlor Suites Underpriced.

Newest designs. Fresh from the factories. Parlor Cabinets finished in Rookwood and Vernis-Martin, with hand-painted decorations. All made with mirror backs and French plate glass shelves. Parlor Tables are made in the Rookwood and Vernis-Martin finishes. New designs; latest decorations.

Exceptionally good values in Parlor Suites. Mahogany finished frames; new and exclusive coverings, which comprise damask, verona velours and tapestries.

Parlor Cabinets.
\$50.00 ROOKWOOD CABINETS, 39.00.
\$50.00 VERNIS-MARTIN CABINETS, 35.00.
\$45.00 ROOKWOOD CABINETS, 35.00.
\$40.00 ROOKWOOD CABINETS, 30.00.
\$30.00 VERNIS-MARTIN CABINETS, 25.00.
Music Cabinets.
\$17.00 VERNIS-MARTIN CABINETS, 12.00.
\$17.00 ROOKWOOD CABINETS, 12.00.
\$17.00 VERNIS-MARTIN CABINETS, 12.00.
\$17.00 ROOKWOOD CABINETS, 12.00.
Parlor Tables.
\$13.00 ROOKWOOD TABLES, 9.00.
\$13.00 ROOKWOOD TABLES, 9.00.
\$13.00 VERNIS-MARTIN TABLES, 9.00.
\$13.00 ROOKWOOD TABLES, 9.00.
Parlor Suites.
\$50.00 SUITES, 3 pieces; mahogany finished frames; handsomely inlaid; covered with green verona; regularly \$20.00; special, 18.00.
\$50.00 SUITES, 5 pieces; mahogany finished frames; handsomely carved; covered with green verona; regularly \$100.00; special, 75.00.
\$50.00 SUITES, 5 pieces; green verona covering; from \$75.00; 55.00.
\$50.00 SUITES, 5 pieces; green verona covering; from \$75.00; 55.00.
\$50.00 SUITES, 5 pieces; green verona covering; from \$75.00; 55.00.
\$50.00 SUITES, 5 pieces; green verona covering; from \$75.00; 55.00.
(Fifth Floor.)